



CHANGE FOR THE BETTER WITH ENERGY STAR

Products that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy. www.energystar.gov

ENERGY STAR Qualified Room Air Conditioners

How to Promote Products AND Energy-Efficiency

What is ENERGY STAR?

ENERGY STAR is a government-backed program to help consumers identify energy efficient products.

ENERGY STAR qualified products:

- Save energy
- Reduce pollution
- Save money

What qualifies a room air conditioner (AC) for the ENERGY STAR?

Room ACs that have earned the ENERGY STAR prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Department of Energy (U.S. DOE) and the U.S. Environmental Protection Agency (U.S. EPA).

ENERGY STAR qualified room ACs exceed minimum federal standards for energy consumption by at least 10% due to high-efficiency fan motors, compressors, heat transfer surfaces, timers, and improved insulation.

These enhanced features enable room ACs to absorb more heat from the air than do conventional models and use less energy to compress the refrigerant. On some models, timers yield even more energy savings.

[Manufacturers to insert photo of their room air conditioner here]



(including model number)

Why sell ENERGY STAR qualified room ACs?

They are **Quality Products**: Room ACs that have earned the ENERGY STAR are tested to assure energy savings. Qualification does not interfere with product warranty requirements.

With **Non-Energy Benefits**: More efficient motors and improved insulation make ENERGY STAR qualified models quieter than conventional models.

That **Consumers Are Asking For**: More than 60 percent of Americans recognize ENERGY STAR as the symbol for energy-efficiency. Many of your retailers carry other ENERGY STAR qualified products.

What ENERGY STAR opportunities can I tap into?

Consumers want to protect the environment but are often unsure of where to start. With recent shortages in energy, they are looking for ways to cut utility bills. ENERGY STAR qualified room ACs help them do both!

Retailer Support: ENERGY STAR assists retailers with promoting qualified room ACs in-store. With growing demand for energy efficiency products, retailers are looking to increase their inventories of qualified products.

Utility Support: Many utilities across the nation offer rebate and incentive programs for ENERGY STAR qualified products, including room ACs. Sales associates should check with local utilities for these and other sales incentives or visit the ENERGY STAR Web site store locator and utility rebate finder at www.energystar.gov/stores/storelocator.asp

In-Store Promotion: Retailer promotional activities can improve your ENERGY STAR qualified room AC's visibility and accessibility to consumers. Share these ideas with your retailer merchant/buyer:

- Place ENERGY STAR materials on all qualified display models. Include energy savings facts and tips.
- Consider using clings with campaign icons or the ENERGY STAR mark to highlight qualified products.
- Position stand up cards on qualified products. Consider using the ENERGY STAR mark to make the stand-up cards.
- Offer sales associate training on qualified **[insert brand]** products.

A new ENERGY STAR qualified room air conditioner can save you on average \$7 a year and \$70 over the product lifetime.

- Use banners in turn-in events.
- Distribute window decals for display on retailers' windows.
- Co-brand a poster with a retailer.
- Reach a broader audience by using selected marketing materials available in Spanish.

Which **[Insert Brand]** models display the ENERGY STAR to date?

[Manufacturers to insert their list of model numbers here]

[Manufacturers to insert photo of their room air conditioner here]



(including model number)

For more information about the ENERGY STAR program and other Qualified Products:
Visit www.energystar.gov